

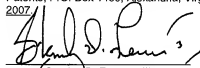
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of : Kienzle et al.  
Serial No. : 09/578,675 Examiner : J.Ustaris  
Filed : May 25, 2000 Art Unit : 2611  
For : CREDIT BASED MEDIA PRESENTATION

November 9, 2007

**AMENDMENT**

I hereby certify that this correspondence and any documents referred to as enclosed therewith are being filed by EFS-WEB with the Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450, on November 9, 2007.

  
Stanley D. Ference III  
Reg. No. 33,879

November 9, 2007  
Date of Signature

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Responsive to the Office Action dated August 9, 2007, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks** begin on page 9 of this paper.